

Iowa WIC Vendor Newsletter

Volume 16 Issue 7 July 2015

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- eWIC Rollout
- Shelf label Requirement
- WIC Federal Guidelines
- FMNP Checks
- Agreement Meetings



Iowa WIC Toll-Free In-State
800-532-1579

Iowa WIC Direct Number
515-281-6650

Changes to the Iowa WIC Approved Food Package

- Effective July 1, 2015 all "FRESH" potato types/varieties are authorized to be purchase with WIC Benefits (Cash Value Voucher). NOT authorized are frozen items such as french fries, hashbrowns, tator totes and refrigerated potatoes are not authorized. Frozen vegetables with potatoes add are authorized.

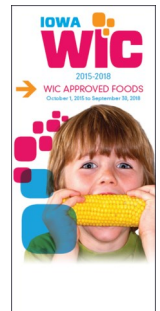


- Gerber twin pack 4-ounce (total of 8-ounces) is an authorized item. WIC agencies will be issuing checks for specific package sizes. Checks for individual 4-ounce containers and twin pack 4-ounce are being issued

***** The traditional twin pack 3.5-ounce (total of 7-ounces) is NOT an authorized item

2015-2018 Approved Foods and Vendor Agreements

- Approved Foods for 2015-2018 have been selected and will be effective October 1, 2015 through September 30, 2018. Stores will be receiving English and Spanish flyers during the upcoming Vendor Agreement signing and eWIC training meetings being conducted this summer.
- Each Vendor will receive a minimum of 25 English food flyers either at the meetings or via mail. The Program will also have Spanish versions available. The Program will not be developing a training CD at this time but will be putting together a training CD in 2016 which will incorporate the Approved Product List (APL).



Electronic WIC (eWIC) Pilot and Rollout

- eWIC Pilot will be conducted in the fall of 2015
- Implementation will begin in 2016
- The rollout will be in a counterclockwise direction starting in the following counties: Lucas, Marion, Monroe, Warren, and Wayne.
- The rollout will be by local agency areas
- A rollout schedule is being developed and will be sent to all stores when it is finalized

Contact your Point of Sale provider to confirm your cash registers are capable of being programmed to accept eWIC.

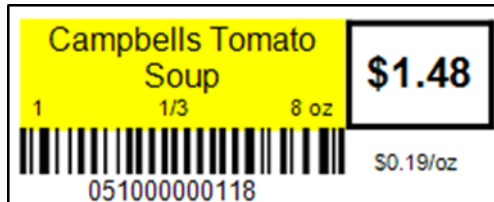


Coming
in 2016

Shelf Label Requirement

Iowa WIC Approved vendors are required at all times to consistently identify all product using shelf labels that meet the following criteria including price points:

- **Product Description indicating brand/company name, and product description,**
- **Selling unit size (indicating ounces, pounds, container and sleeve/pack)**
- **Selling unit retail — font no less than 48-font**
- **Shelf tags / Signage dimensions – block lettering. Shelf tags will measure no less than 2 inches by 1 inch.**



Basic Shelf Label

**Sample
Shelf
Labels**



Deluxe Shelf Label

Regulations for WIC Transactions

When handling WIC food instruments, there are federal and state regulations that every vendor must follow. These regulations are outlined in the Iowa WIC Agreement. Each time a vendor accepts a WIC food instrument, the vendor certifies that the program regulations were followed in that transaction. Any vendor that accepts WIC food instruments in accordance with the program regulations is guaranteed payment. Failure to adhere to these regulations could result in a vendor's suspension from participation in this program.

The WIC vendor's cooperation is essential to the WIC Program. It is the vendor's responsibility to ensure that this information is clearly understood by all store associates who will be involved in WIC transactions.

Before receiving his/her food instruments, each WIC participant receives detailed instructions on how to use the food instruments. In addition, WIC participants are advised to inform vendors at the checkout counter that they are using WIC food instruments. Most WIC participants should have no problem using their food instruments. However, on occasion it may be necessary for store associates to assist some participants in completing their food instruments correctly.

When purchasing food or formula with WIC food instruments, a participant must present his/her WIC Identification (commonly known as the "ID card.") This card is required for identification purposes before WIC food instruments can be accepted. This card is also used for comparison with the signature on the food instruments.



**These checks may
only be redeemed
at Farmers Mar-
kets.**

<p>Senior</p> <p>Farmers Market Nutrition Program Iowa Department of Agriculture and Land Stewardship Des Moines, IA 50319 515-242-6239</p> <p>NOT REDEEMABLE IN GROCERY STORES Redeemable only at FMNP-certified vendor stalls and farmstands. Use checks June 1–October 31, 2015 for fresh, unprepared, locally grown fruits, vegetables, herbs and honey only at authorized locations.</p> <p>25-1248 Act # R05730 WIC Schwan, Inc., Citizens Alliance Bank, Howard Lake, MN 55109</p>	<p>FARMER STAMP HERE</p> <p>VALID DATES OF USE 6/01/15 - 10/31/15</p> <p>Pay Exactly \$ 3.00 No Change Given</p> <p>X _____ Signature of Participant/Proxy at the time of purchase</p>
<p>WIC</p> <p>Farmers Market Nutrition Program Iowa Department of Agriculture and Land Stewardship Des Moines, IA 50319 515-242-6239</p> <p>NOT REDEEMABLE IN GROCERY STORES Redeemable only at FMNP-certified vendor stalls and farmstands. Use checks June 1–October 31, 2015 for fresh, unprepared, locally grown fruits, vegetables and herbs only at authorized locations.</p> <p>25-1248 Act # R05737 WIC Schwan, Inc., Citizens Alliance Bank, Howard Lake, MN 55109</p>	<p>FARMER STAMP HERE</p> <p>VALID DATES OF USE 6/01/15 - 10/31/15</p> <p>Pay Exactly \$ 3.00 No Change Given</p> <p>X _____ Signature of Participant/Proxy at the time of purchase</p>

**Grocery Stores
are not
authorized to
accept these
checks.**

FMNP Senior and WIC FMNP checks may only be redeemed at Farmers Markets

All Current WIC Agreements expire September 30, 2015.

**All WIC authorized stores will be sent 2015-18 Vendor applications and Prices Surveys .
Applications must be completed and returned by July 1, 2015.**

Date	Mandatory WIC Training Schedule of 2015-2018 Mandatory Meetings Combined Grocery and Special Purpose Vendor Meetings “Date/Time of Farley and Davenport training has changed”			
July 21	9:00 – 1:00	Wallace Bldg Auditorium	Des Moines	502 East 9 th Street
July 22	8:30 - 12:30	Genesis Health System	Davenport	1401 West Central Park Ave Adler 1 & 2
July 22	2:00 - 5:00	Farley Memorial Hall	Farley	208 1 st Street NW
July 23	1:00 - 3:00	DSG/Price Chopper ONLY	Des Moines	4343 Merle Hay Rd
July 29	9:00 – 1:00	NICA WIC Office	Mason City	218 5 th Street SW, Suite 200
July 30	9:00 – Noon	HyVee ONLY	Cherokee	Cherokee Distribution Center
August 4	1:00 – 4:00	Iowa Lakes College	Emmetsburg	Wellness Center Room #17
August 5	12:30 – 4:30	Morningside Branch Library	Sioux City	4005 Morningside Ave Garretson Room
August 6	9:00 - Noon	HyVee ONLY	Des Moines	Wallace Bldg Auditorium
August 11	1:00 – 5:00	Cass County Hospital	Atlantic	1501 East 10 th St Room #2
August 12	10:00 - Noon	Walmart ONLY	Cedar Rapids	7727 Kirkwood Blvd SW
August 13	9:00 – 1:00	Ottumwa Health Center	Ottumwa	1001 Pennsylvania Ave Rooms A and B
August 18	9:30 - 10:30	Fareway ONLY	Boone	1215 South Marshall St
August 18	1:00 - 4:00	L. Johnson Stores ONLY	Conrad	Conrad Library
August 20	9:00 - Noon	HyVee ONLY	Chariton	Chariton Distribution Center
August 25	12:30 to 4:00	West Union Library	West Union	210 North Vine Street ICN Room
August 26	9:30 - 1:00	Cedar Falls Library	Cedar Falls	2 nd Floor Conference Room
September 3	9:00 - 11:30	Walgreens ONLY	Iowa City	855 South Dubuque St. Rm 203B & C
September 10	9:00 - 11:30	Walgreens ONLY	Des Moines	4201 Westown Parkway
September 16	9:00 - Noon	Johnson County Health	Iowa City	855 South Dubuque St. Rm 203B & C
September 16	1:30 - 4:30	HyVee ONLY	Iowa City	855 South Dubuque St. Rm 203B & C
September 23	8:00 – 1:00	Wallace Bldg Auditorium LAST MEETING	Des Moines	502 East 9th Street

Stores not attending one of the above meetings will not be authorized to accept Iowa WIC benefits after September 30, 2015.

Questions regarding the Iowa WIC Agreement and eWIC training meetings should contact Don Gourley (515-281-6205 OR via email Donald.Gourley@idph.iowa.gov)

Iowa Department of Public Health
Attn: Iowa WIC Program
Lucas State Office Building
321 East 12th Street
Des Moines, Iowa 50319-0075

**Attn: Store Management and Store Associates
July 2015 WIC Newsletter Vol 16 Issue 7**

Iowa Program Vendor Contacts

WIC Vendor Coordinator—Don Gourley	515-281-6205	donald.gourley@idph.iowa.gov
WIC Vendor Representative—Ken Kane	515-281-3929	kenneth.kane@idph.iowa.gov
WIC Vendor Nutritionist—Nicole Newman	515-281-4545	nicole.newman@idph.state.gov
WIC Bureau Secretary—Sherry Smith	515-281-6650	sherry.smith@idph.state.gov
In-State Toll Free #: 800-532-1579		State WIC FAX#: 515-281-4913

Iowa Department of Public Health

Attn: Iowa WIC Program

321 East 12th Street

Des Moines, Iowa 50319-0075

Iowa Web site: www.idph.state.ia.us/wic

FNS Web site: <http://www.fns.usda.gov/wic>.

Iowa WIC Facebook site: www.idph.state.ia.us/wic



The Iowa WIC Program reserves the right to limit the purchase of products that cost more than average price of similar products, in order to serve as many participants as possible under USDA guidelines. Products with special claims may not be approved.

The U.S. Department of Agriculture prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

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